Amendments To The Claims

The listing of claims presented below will replace all prior versions and listings of claims in the application.

Listing of claims:

1-25 (canceled)

26. (new) A method for generating advertisement information to attract advertisement on an Internet, the method comprising the steps of:

maintaining a keyword database for recording multiple keywords and advertisement list information that corresponds to each keyword, in which the advertisement list information includes a number of advertisement files that include each keyword;

receiving an event inputted from a user utilizing the internet wherein the event having at least one received keywork;

identifying the received keyword from a frequently referred word in the event;

recording the received keyword, a frequency and a recentness history of the received event;

searching the event for the received keyword, frequency and recentness of the event by referring to the keyword database to determine whether the user is interested in the received keyword;

generating an advertisement file associated with the received keyword when the user is determined to be interested in the received keyword;

updating a number of advertisement files in the advertisement list information stored in the keyword database when the user is determined to be interested in the received keyword;

generating and providing advertisement information associated with the received keyword to the user; and

updating the advertisement list information with the advertisement

information.

27. (new) The method according to claim 26, wherein the event is associated with one among the received keyword inputted at a search window of an Internet search engine by the user, a web page address inputted at an address window of a web browser by the user, and a hypertext markup language link selected on the web browser by the user.

28. (new) The method according to claim 26, wherein the frequency and recentness of the event includes a number of times the event is inputted from the user during [[the]] a predetermined effective period.

29. (new) The method according to claim 26, wherein the advertisement file is a cookie file.

30. (new) The method according to claim 28, wherein the advertisement file includes at least one of a terminal number (PC ID) of the user, an identifying symbol of the user, and expiration data of the advertisement file.

31. (new) The method according to claim 26, wherein the advertisement information additionally includes a number of impressions of a web page that corresponds to the keyword.

32.   (new) The method according to claim 30, wherein the advertisement list information additionally includes a number of impressions of a web page that corresponds to the keyword.

33. (new) A method for attracting an advertisement on an Internet, the method comprising the steps of:
        maintaining a keyword database for storing multiple keywords and advertisement information according to the keywords;

receiving, from one among a search window of an Internet search engine, a web page address window of a web browser, and a hypertext markup language link of the web browser, a first advertisement request that includes an advertisement keyword which corresponds to one of the multiple keywords stored in the keyword database;

identifying the advertisement keyword from a frequently referred word in the first advertisement request;

searching the advertisement information that corresponds to the advertisement keyword by referring to the keyword database and recording the advertisement keyword, a frequency and a recentness history of the received advertisement keyword by incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times the advertisement keyword is requested by a sponsor;

processing advertisement information that corresponds to the advertisement keyword and providing the advertisement information corresponding to the advertisement keyword to a web browser of the first sponsor;

receiving a purchase response from the first sponsor, in which the purchase response includes first advertisement data of the first sponsor; and

recording, in a first advertisement database, the advertisement keyword and the first advertisement data from the first sponsor that corresponds to the advertisement keyword.

34. (new) The method according to claim 33, wherein the step of searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database comprises the steps of:

if a second advertisement request including the advertisement keyword is received from a second sponsor, increasing the request counter value for the advertisement keyword recorded in the predetermined storing means;

determining whether the request counter value is greater than a

predetermined value; and

if the request counter value is greater than the predetermined value, recording the advertisement keyword and advertisement information that corresponds to the advertisement keyword in the keyword database.

35. (new) The method according to claim 33, wherein the advertisement information includes at least one of information for a number of generated advertisement files, information for a number of impressions of a web page corresponding to the advertisement keyword, and price information of the advertisement keyword.

36. (new) The method according to claim 33, wherein the purchase response additionally includes payment information for a predetermined advertisement charge.

37. (new) The method according to claim 33, wherein the advertisement request is performed in a manner of auction or bidding.

38. (new) The method according to claim 33, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

receiving a event from a user;

identifying a keyword from a frequently referred word in the first event;

recording the keyword, a frequency and history data that corresponds to the received event from the user, wherein the history data comprises the number of times the event is inputted by the user and a period of time over which the event is inputted by the user;

searching for the keyword by referring to the keyword database within an effective period that is predetermined for the keyword;

searching for predetermined reference information that corresponds to the keyword, wherein the predetermined reference information comprises several

conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event;

determining whether the keyword is an interested field of the user in view of the number of times the event is inputted, the frequency of the event generation, the recentness of the event generation, and the predetermined priority associated with the event;

generating an advertisement file including the keyword that is determined to be the interested field of the user;

updating a number of advertisement files in an advertisement list information stored in the keyword database; and

generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.

39. (new) A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

maintaining an advertisement database for storing multiple keywords and multiple advertisement data that correspond to the multiple keywords;

receiving an access request from a user, wherein the access request includes an advertisement file stored in a user's terminal;

identifying an advertisement keyword from a frequently referred word in the advertisement file;

extracting the advertisement keyword recorded in the advertisement file;

searching for the advertisement data that corresponds to the advertisement keyword by referring to the advertisement database; and

processing the advertisement data corresponding to the advertisement keyword and providing the same to a web browser of the user; wherein

the advertisement database is updated through the steps of:

maintaining a keyword database for storing multiple keywords and advertisement information according to the keywords;

receiving an advertisement request that includes an advertisement

keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the advertisement request is a request for the advertisement information about the advertisement keyword so that the sponsor can determine whether or not to purchase the advertisement keyword;

searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database, recording the received advertisement keyword and incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor;

processing the advertisement information that corresponds to the advertisement keyword and providing the advertisement information corresponding to the advertisement keyword to a web browser of the sponsor;

receiving a purchase response from the sponsor, in which the purchase response includes advertisement data of the sponsor; and

recording, in the advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

40.   (new) The method according to claim 39, further comprising the steps of:

maintaining a second advertisement database for storing multiple second advertisement data that corresponds to a predetermined keyword; and

maintaining a third advertisement database for storing multiple third advertisement data; wherein

the step of searching for the advertisement data that corresponds to the keyword by referring to the advertisement database comprises the steps of:

receiving a second keyword from the user;

searching for the second advertisement data that corresponds to the second keyword by referring to the second advertisement database; and

searching for the third advertisement data by referring to the third advertisement database;

wherein the step of processing the advertisement data corresponding to the keyword and providing the same to the web browser of the user comprises the steps of:

constructing a user interface screen by arranging the advertisement data, the second advertisement data, and the third advertisement data according to predetermined criteria; and

providing the user interface screen to the web browser of the user.

41.   (new) The method according to claim 39, further comprising the step of providing predetermined feedback information to the sponsor, in which the feedback information includes at least one of the number of times the advertisement data is provided to the user, a number of times the user clicks on the advertisement data, a time period the user visits a web page of the sponsor, and a number of times the user visits the web page of the sponsor after the advertisement data is provided.

42. (new) The method according to claim 39, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

receiving the event from a user;

recording the keyword, the frequency of the event generation, the recentness of the event generation and a period of time over which the event is inputted by the user;

searching for the keyword by referring to the keyword database within an effective period that is predetermined for the keyword;

searching for predetermined reference information that corresponds to the keyword, wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event;

determining whether the keyword is an interested field of the user in view

of the number of times the event is inputted, the frequency of the event
generation, the recentness of the event generation, and the predetermined
priority associated with the event;

generating the advertisement file including the keyword that is determined
to be the interested field of the user;

updating a number of advertisement files in an advertisement list
information stored in the keyword database; and

generating the advertisement information including the keyword and the
advertisement list information updated with the number of advertisement files.

43.   (new) The method according to claim 40, wherein the second
advertisement data is general keyword advertisement data, and the third
advertisement data is general banner advertisement data.

44.   (new) A method for providing a predetermined advertisement to a user of a
search engine, the method comprising the steps of:

maintaining a first advertisement database for storing multiple keywords
and multiple first advertisement data that correspond to the keywords;

maintaining a second advertisement database for storing multiple second
advertisement data that corresponds to a predetermined keyword;

receiving an access request from a user, wherein the access request
includes an advertisement file stored in a user's terminal;

identifying an first keyword from a frequently referred word in the received
advertisement file;

extracting a first keyword recorded in the received advertisement file;

searching for the first advertisement data that corresponds to the first
keyword by referring to the first advertisement database;

receiving a second keyword from the user;

searching for the second advertisement data that corresponds to the
second keyword by referring to the second advertisement database;

constructing a user interface screen by arranging the first advertisement

data or the second advertisement data according to predetermined criteria; and

provide the user interface screen to a web browser of the user such that both the first advertisement data and the second advertisement data are provided to the user simultaneously; wherein

the first advertisement database is updated through the steps of:

maintaining a keyword database for storing multiple keywords and advertisement information according to the keywords;

receiving an advertisement request that includes an advertisement keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the advertisement request is a request for the advertisement information about the advertisement keyword so that the sponsor can determine whether or not to purchase the advertisement keyword;

searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database, recording the received advertisement keyword and incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor;

processing the advertisement information that corresponds to the advertisement keyword and providing the advertisement information corresponding to the advertisement keyword to a web browser of the sponsor;

receiving a purchase response from the sponsor, in which the purchase response includes advertisement data of the sponsor; and

recording, in the first advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

45.   (new) The method according to claim 44, wherein the second advertisement data is general keyword advertisement data, and a third advertisement data is general banner advertisement data.

46.   (new) The method according to claim 44, further comprising the step of providing predetermined feedback information to the sponsor, in which the feedback information includes at least one of the number of times the first advertisement data is provided to the user, a number of times the user clicks on the first advertisement data, a time period the user visits a web page of the sponsor, and a number of times the user visits the web page of the sponsor after the first advertisement data is provided.

47.   (new) The method according to claim 44, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

receiving a event from a user;

recording the keyword, a number of times the event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event;

searching for the keyword by referring to the keyword database, wherein the type information represents an effective period that is predetermined for the keyword;

searching for predetermined reference information that corresponds to the keyword, wherein the predetermined reference information comprises several conditions including a number of times the event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event;

determining whether the keyword is an interested field of the user in view of the number of times the event is inputted, the frequency of the event generation, the recentness of the event generation, and the predetermined priority associated with the event;

generating the advertisement file including the keyword that is determined to be the interested field of the user;

updating a number of advertisement files in an advertisement list information stored in the keyword database; and

generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.

48. (new) An Internet advertisement system comprising:

a central server comprising:

a keyword database recording multiple keywords, advertisement list information that corresponds to each keyword, in which the advertisement list information includes a number of advertisement files that include each keyword, a frequency of generation of an event, recentness of the event generation, and a predetermined priority associated with the event;

a communication part receiving the event from a user, wherein the event is an action taken by the user while utilizing the internet;

a processing part identifying a keyword from a frequently referred word in the received event and recording the keyword, a frequency and history data that corresponds to the received event from the user, and determining whether the keyword is an interested field of the user according to the frequency and history data of the event and a period of time over which the event is inputted by the user;

an advertisement file preparing part extracting the keyword determined to be the interested field of the user and generating an advertisement file including the extracted keyword, in which the advertisement file includes at least one of a user's terminal number (PC ID), an identifying symbol of the user, and expiration date information of the advertisement file;

an advertisement information generating part updating a number of advertisement files in the advertisement list information stored in the keyword database and generating advertisement information including the keyword and the advertisement list information updated with the number of advertisement files; and

an advertisement server comprising:

an advertisement database storing multiple keywords and multiple advertisement data that corresponds to the keywords;

an advertisement transmitting part processing the advertisement data that corresponds to the keyword included in the advertisement file by referring to the advertisement database, and providing the advertisement data that is processed to a web browser of the user;

a storing part storing history information with respect to the providing of the advertisement data to the user; and

an analyzing part providing predetermined feedback information to a sponsor who has registered the advertisement data, according to the history information.